REMARKS/ARGUMENTS

In response to the Examiner's Office Action of September 02, 2009 issued in relation to the present Patent Application, the Applicant submits the accompanying Amendments to the claims, and the below Remarks.

Claims 1-34 and 38 are presented for further examination. Claim 1 is an independent claim.

Regarding Drawing objections

The drawings are objected to 37 CFR 1.83(a).

The features asserted by the examiner not to be shown in the drawings have been deleted/amended in the claims.

Regarding Claim objections

Claims 2-34 and 38 are objected to because of informalities.

Claims 2-34 and 38 have been appropriately amended.

Regarding 35 USC 112 Rejections

Claims 1-34 and 38 are rejected under 35 USC 112, first paragraph, as failing to comply with the written description requirement.

Claim 1 has been amended to delete the limitation referenced by the examiner.

Regarding 35 USC 103 Rejections

Claims 1-34 and 38 are rejected under 35 USC 103(a) as being unpatentable over Want et al. (US 6,122,520) in view of Tillgren et al. (US 6,839,623).

Claim 1 has been amended to more crearly define the present invention.

Want teaches a location information system whereby a coordinate entry (geographic location) is transmitted to a distributed network for retrieval of corresponding location specific information. The coordinate entry may be incorporated into the web page address that supports the coordinate entry or linked to an existing web page associated with the coordinate entry. In the preferred embodiment the coordinate entry is obtained through a GPS receiver. In an alternative embodiment bar code labels, infrared beacons and other labeling systems may be used in place of or in addition to the GPS receiving system to supply the coordinate entry.

Thus, the user needs to provide the web page address, and either a GPS or a bar code label is used to provide the geographic location.

Want fails to teach sensing by a sensing device a coded data tag which encodes an identity of an article and a position of the coded data tag on the surface of an article. Want also fails to teach deriving an application identifier from the identity of the article and the position of the coded data portion on the surface of the article and retrieving the information about the product or service based upon the location data and the application identifier (derived from the identity of the article and the position of the coded data portion on the surface of the article).

Tillgren also fails to teach the above features. Further, the Want and Tillgren fail to teach, suggest or provide a motivation to combine or modify teachings of the prior art to produce the claimed invention.

For at least the reasons presented above, Claim 1 is patentable over the references of record.
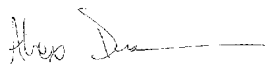
Claims 2-34 and 38 are directly or indirectly dependent upon independent claim 1, and are allowable for at least that reason.

CONCLUSION

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,
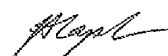
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